Western Cable and CTAM:
Turning up the volume in cable programing

Broadcasting Dec 15

The News Magazine of the Fifth Estate ☐ Established 1931 Our 50th Year ☐ 1980

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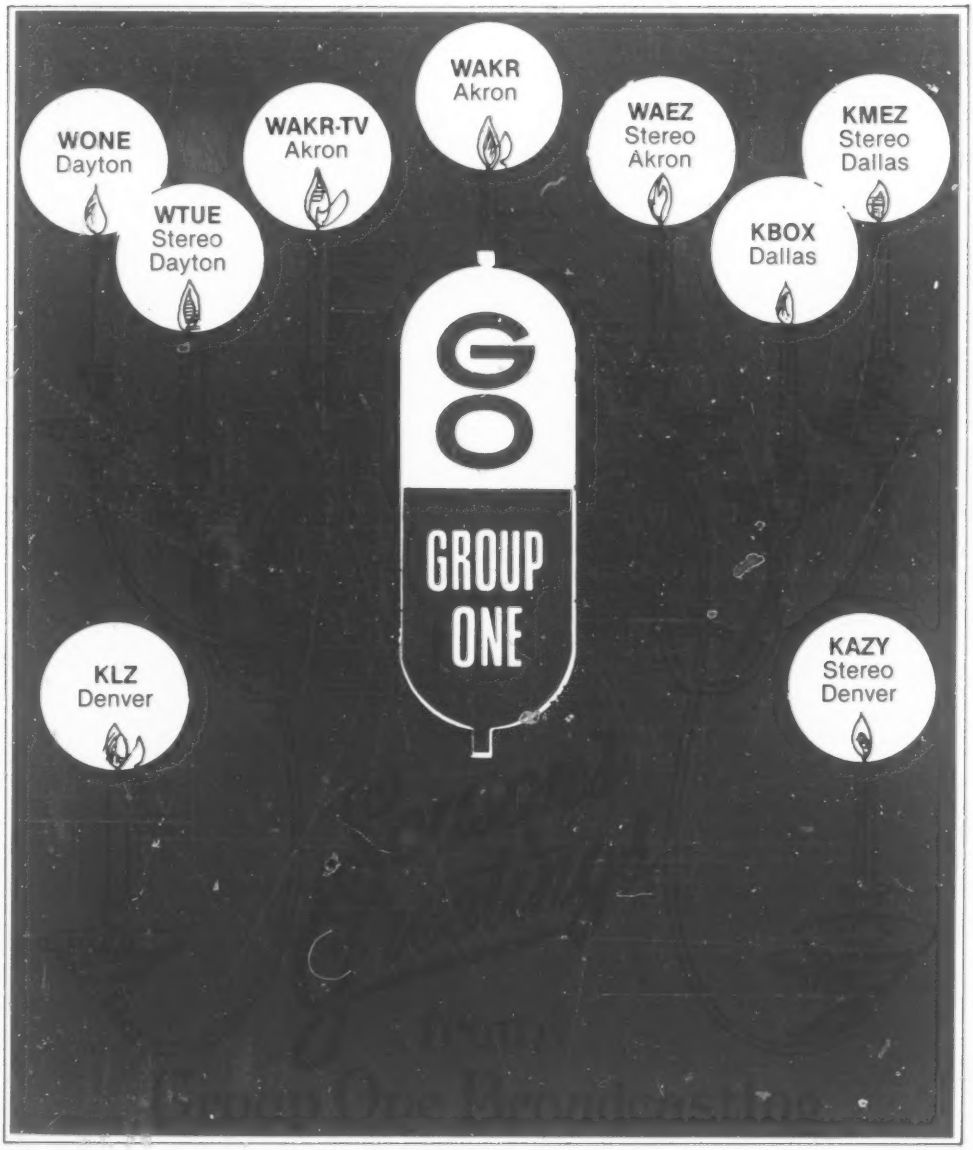

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The First 50 Years Of Broadcasting

1940

The Week in Brief

TOP OF THE WEEK

IT HAPPENED IN ANAHEIM ☐ Innovative programs, more entrepreneurs and touches of controversy provide meld for Western Cable Show that is sell-out. **PAGE 27.**

ARTHUR TAYLOR RESURFACES ☐ Former CBS president unveils pay-cable venture in quality programing at California show. **PAGE 28.**

TARTS AND DARTS ☐ Ted Turner's breakfast talk at Western Cable Show combines goodies about his services and raps for networks. **PAGE 29.**

REFINEMENTS ☐ Anaheim exhibits offer no technical surprises, but come up with interesting technical twists. **PAGE 29.**

CABLE COPYRIGHT ☐ Valenti argues that terms should be renegotiated to give motion-picture producers better share. NCTA's Wheeler rebuts that Hollywood producers are OPEC of television. **PAGE 30.**

MA BELL, GO HOME ☐ Cable operators voice concern that AT&T will go after market they regard as their own. **PAGE 31.**

TAKE YOUR LEADER TO ME ☐ Organizers of Cable Television Bureau of Advertising put priority on finding president. **PAGE 31.**

FCC IN TRANSITION ☐ Republican leaders ask Ferris to hold off on major issues. **PAGE 33.** Chairman's decision on own status is key factor in guessing game about commission's future lineup. **PAGE 34.**

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JOURNALISM

AND THAT'S THE WAY IT IS ☐ CBS's Walter Cronkite, delivering third annual Frank E. Gannett lecture, diagnoses "the journalistic body." He acknowledges shortcomings but maintains American press is best yet and getting better. **PAGE 50.**

PROGRAMING

CABLE PROGRAMING ROUNDED UP ☐ CTAM seminar offers chance for buyers and suppliers to exhibit product and offer answers. **PAGE 60.** List of cable programing suppliers and their services starts on **PAGE 62.**

MEDIA

BROADBAND'S FUTURE ☐ At Annenberg-CTM conference, Ferris says networks should be allowed in cable game. Wiley sees Reagan finding replacements for Ferris, Brown, Lee and Washburn by '82. Wheeler cautions against telco entry into cable. **PAGE 71.**

BUSINESS

BUSINESS OUTLOOK ☐ Paine Webber seminar assesses impact and economics of new media. Consensus is that emerging technologies will result in evolution and not revolution. **PAGE 76.**

1940

THE 'BROADCASTING' YEARS ☐ World War II overseas, domestic politics and escapist programming were main components of radio's sound. Government and broadcasting established organizations, regulations and codes to cope with worsening international situation. FCC's chain monopoly report and radio's growing reliance on BMI were major events in broadcasters' year. **PAGE 83.**

FOR THE RECORD

TV's '79 BOXSCORE ☐ FCC releases further breakdowns of television's financial performance last year when revenues reached $7.8 billion and pretax profits were $1.7 billion. **PAGE 88.**

PROFILE

THE GREEN OF OTHER TURF ☐ Dennis Fraser practically created broadcast division of NEC America in 1976 and has been responsible for its remarkable sales surge. But the vice president and general manager of division anticipates even bigger returns through diversification into new areas. **PAGE 113.**

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Ratings Roundup

By a mere tenth of a rating point, ABC-TV squeaked out a prime-time victory for the week ended Dec. 7—ending a four-week streak by CBS-TV. Overall nightly averages showed ABC with a 19.4 rating and 30.3 share to CBS's 19.3/30.2. While those two networks battled it out, NBC-TV sank to a low of 15.6/24.3.

CBS's *Dallas* continued to be a series phenomenon, earning a 37.3/62 as the top-rated program of the week, more than eight rating points ahead of the next-strongest audience draw: CBS's *60 Minutes* with a 29.2/45.

Not everything was rosy, however, for CBS. Its two premieres—*Freebie and the Bean* (11.7/20) and *The Secrets of Midland Heights* (11.8/21)—scored the lowest ratings for any new program debuts so far this season. The back-to-back premieres Friday night suffered at the hands of ABC.

Football paid off for ABC, with a Thursday Steelers-Oilers game (25.2/41)—the highest-rated pro-football game so far this year and the second-highest in ABC's 11 years of prime-time coverage. *Fighting Back*, a made-for-TV movie about Steelers star Rocky Bleier also drew a strong audience, giving ABC a 24.6/37 the following Sunday.

Beefcake from Hollywood also served ABC well as a *Barbara Walters Special* with Burt Reynolds, Paul Newman and Clint Eastwood gave Walters the highest ratings since her occasional series began in December 1976: a 27.5/44.

The First 20

1.	*Dallas*	CBS	37.3/62
2.	*60 Minutes*	CBS	29.2/45
3.	*Barbara Walters Special*	ABC	27.5/44
4.	*M*A*S*H*	CBS	26.5/38
5.	*ABC NFL Football* (special, Steelers v Oilers)	ABC	25.2/41
6.	*Fighting Back* (made-for-TV movie)	ABC	24.6/37
7.	*Little House on the Prairie*	NBC	24.5/35
8.	*House Calls*	CBS	24.3/36
9.	*Three's Company*	ABC	24.0/36
10.	*Real People*	NBC	23.5/36
11.	*Love Boat*	ABC	23.2/40
12.	*Too Close for Comfort*	ABC	22.5/34
13.	*Archie Bunker's Place*	CBS	22.5/33
14.	*One Day at a Time*	CBS	22.3/32
15.	*Quincy M.E.*	NBC	22.2/37
16.	*Dukes of Hazzard*	CBS	22.2/36
17.	*Jeffersons*	CBS	22.1/32
18.	*NFL Monday Night Football* (Broncos v Raiders)	ABC	21.2/33
19.	*Laverne & Shirley*	ABC	21.2/31
20.	*Fantasy Island*	ABC	21.1/38

The Final Five

61.	"Semi-Tough" (movie)	NBC	11.3/20
62.	*Jack Frost* (special)	NBC	10.7/17
63.	*Christmas from the Grand Ole Opry* (special)	ABC	10.0/17
64.	*NBC Magazine*	NBC	7.1/12
65.	*Gene Shalit Talks to the Stars* (special)	NBC	6.6/11

Monitor

New star. NBC Entertainment said it had signed Patti Davis, daughter of President-elect Ronald Reagan and his wife, Nancy, to exclusive contract to star in motion pictures for television and other special projects. Davis, who uses her mother's maiden name, has appeared in TV series episodes.

□

Angry boxing fan sues. National Subscription Television has been sued in Los Angeles Superior Court by disgruntled viewer upset by outcome of Sugar Ray Leonard-Roberto Duran fight on Nov. 25. Timothy L. Ehlers asked for refund of $15 he paid NST for its coverage of bout, which ended when Duran abruptly quit. Complaint says Ehlers and 100,000 other subscribers did not receive what was promised in championship match. Suit also asked that $8-million penalty be assessed against Duran for his behavior.

□

Music by cable. International Video Music Corp. has announced plans to launch its *Liar* and *Casey Stengel*—will air on Public Broadcasting Service (through WGBH-TV Boston) during 1981/82 season. David Susskind is executive producer. Move into public television, with underwriting less expensive than network sponsorship costs, is said to make up for cutback in "Hall of Fame" specials since Hallmark Cards diverted much of its TV budget into spot advertising. CBS-TV contract for one special per season continues. Network scored 20.6 rating/32 share with *Tale of Two Cities*. Next season's special on CBS is *Welcome to Success: The Marva Collins Story*.

□

Music by cable. International Video Music Corp. has announced plans to launch its "VideoMusic Channel" late next month over cable affiliates in Texas and/or Indiana. IVMC, which plans five hours of "beautiful rock" video music per day via three-quarter-inch cassette, is fourth firm to announce plans for such programing. Warner Amex Satellite Entertainment Corp., Henderson-Crowe Productions and Lewmark Productions have similar ventures under development. Concept involves playing music and disk jockey commentary accompanied by photo sequences involving performers.

□

NIWS in Spanish. Tape-distributed News/Information Weekly Service, daily video news service launched Nov. 3, says it plans Spanish-language version as early as March 1981. Plan is to move both versions by satellite as soon as possible, making them available to stations throughout world. NIWS executives say Spanish-language service will probably draw material from outlets throughout Latin America.

□

Another network. Jewish Television Network, calling itself first service providing regularly scheduled programing aimed at Jewish audience, began operations Dec. 7 over Theta Cable in Los Angeles. JTN is providing 22 hours weekly of programs Sunday through Friday afternoon. Fare includes children's programs, Yiddish and Hebrew newscasts and educational programing.

□

In the marketplace. Telepictures Corp., New York, has acquired worldwide distribution rights to 144 color half-hours of *Here's Lucy* from Lucille Ball Productions. This particular Lucille Ball series never has been syndicated in U.S. and was on CBS-TV in 1968-1974. . . . Gold Key Media is offering new first-run series of 78 half-hour dramas, *Camp Wilderness*, for syndication on barter basis, starting next Jan. 1. Series depicts life at largest summer camp in world . . . Time Buying Services, New York, has cleared 103 TV stations to carry half-hour animated special, *The Christmas Raccoons*, and has signed GAF Corp. as one national sponsor in barter program to be aired during holiday season.

□

Mr. Rose goes to Washington. Charlie Rose, who's been host of daytime talk show on KXAS-TV Fort Worth, where he has interviewed such figures as President-elect Ronald Reagan, Jesse Jackson and heart surgeon Dr. Michael DeBakey, is moving to similar job in Washington. He will become host of daily, half-hour syndicated show that is being produced by NBC-owned WRC-TV Washington, Post-Newsweek Productions and Rose. Called *The Charlie Rose Show*, program will be carried live before studio audience at 12-12:30 p.m., starting Jan. 5. It will be syndicated by Post-Newsweek Distribution later that month.

□

Across country. *Country Countdown '80*, produced by Bob Banner Associates, and distributed by Syndicast Services, has been signed up by 76 TV stations from coast to coast. Music special, which will be taped live in Las Vegas in December for January telecast, recounts top 25 country music songs of 1980. Advertisers, so far, include Faberge, AMC and Bristol-Myers.

Taking a financial fix on the new media economics

Paine Webber seminar covers the waterfront; there's help on the way for TV networks, but spot and local may be in for some softness; evolution, not revolution, is consensus on impact of new technologies

Television business, especially network TV, may still have a few rough months ahead but then should begin to improve, a conference of Wall Street specialists was told last week.

The last three or four months of 1980 have been "terrible for the networks," said Robert J. Coen, senior vice president and director of media research at McCann-Erickson. But he thought the second and third quarters of 1981 should be stronger and that the fourth quarter could be exceptional.

Similarly, but to a lesser extent, he suggested that spot TV and local sales TV may experience some slackening in the early months of 1981.

For full-year 1981, Coen forecast a 9% rise in national broadcast—network and spot TV and radio—and a 12.3% increase in spending for all local media, as compared with estimated gains of 12% for national broadcast and 8.3% for total local in 1980. For all advertising, he envisioned a 10.8% rise in 1981 as compared with 10.6% this year.

He did not differentiate among media in his forecasts for 1981, but estimated that for 1980 network TV revenues would reach $5.105 billion, up 11% from 1979, with spot TV rising 14% to $3.260 billion and local TV up 10% to $2.965 billion.

Coen was one of the first speakers at the four-day eighth annual conference on the Outlook for the Media, sponsored in New York by the Wall Street firm of Paine Webber Mitchell Hutchins Inc.

A network participant, Martin Ewenstein, director of economic analysis, CBS Inc., did not pretend that network business lately has been the greatest, but he thought it had done pretty well in the circumstances.

On a seasonally adjusted basis, Ewenstein said, three-network revenues have been "flat to down since the middle of this year." But considering the problems, including loss of the summer Olympics and the delay in getting the new season started, he said, 1980 has been "a fairly decent year" for the networks and "a banner year" for spot TV.

Though the networks have been hit harder than spot, he said, he still expects 1980 network revenues to be up 12% from 1979. For 1981, if the general economy remains sluggish, he said he expects about a 12% increase for national TV, with spot perhaps doing better than network.

He resolutely maintained that the new electronic media—which were the focus

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Media General	9 mo 9/30	$245,495,000	+21.0	$20,787,000	+16.7	2.88	$202,837,000	$17,969,000	2.44
Meredith Corp.	3 mo 9/30	94,020,000	+14.1	6,220,000	+37.7	1.98	82,379,000	4,517,000	1.45
Metromedia	9 mo 9/28	305,319,000	+ 9.5	35,579,000	+38.3	7.95	278,802,000	25,729,000	5.60
Movielab	9 mo 9/27	28,883,504	+15.5	1,536,886	+ 9.9	.35	25,010,745	1,398,018	.86
Multimedia	9 mo 9/30	117,391,000	+23.2	15,108,000	+14.9	1.50	95,227,000	13,139,000	1.31
A.C. Nielsen Co.	year 8/31	493,116,000	+23.9	28,385,000	+10.5	2.57	398,106,000	26,131,000	2.38
Oak Industries	9 mo 9/30	272,112,000	+34.6	13,223,000	+72.9	2.47	202,181,000	7,649,000	2.00
Ogilvy & Mather	9 mo 9/30	188,087,000	+22.2	8,919,000	+15.7	2.14	153,973,000	7,708,000	1.89
Post Corp.	9 mo 9/30	55,988,000	+13.9	1,465,000	-42.9	.80	49,144,000	2,566,000	1.41
Rollins	3 mo 9/30	105,978,509	+15.4	7,944,878	+22.9	.58	91,801,690	6,463,797	.48
Schering-Plough	9 mo 9/30	1,327,196,000	+24.7	203,620,000	+13.5	3.79	1,064,707,000	179,430,000	3.33
Scientific-Atlanta	3 mo 9/30	55,632,000	+40.9	3,645,000	+62.1	.35	39,471,000	2,249,000	.26
Scripps-Howard	9 mo 9/30	54,495,000	+ 8.6	11,301,000	+ 4.0	4.38	50,177,000	10,863,000	4.21
Storer Broadcasting	9 mo 9/30	137,549,000	+12.2	16,205,000	-15.1	1.34	122,605,000	19,077,000	1.85
Taft Broadcasting	9 mo 9/30	137,196,000	+ 9.0	19,370,000	+ 1.0	1.98	125,839,000	19,172,000	2.23
Technical Operations	year 9/30	30,020,000	+31.7	1,868,000		1.57	22,793,000	1,858,000	1.32
Telepictures	6 mo	5,600,300		452,200		.19	4,907,000	1,073,500	.53
Teleprompter	9 mo 9/30	143,024,000	+15.9	18,233,000	+113.0	1.07	123,382,000	8,550,000	.50
Time Inc.	9 mo 9/30	2,063,601,000	+15.5	101,907,000	+ 1.2	3.63	3,631,787,105,000	100,795,000	3.6
Tocom Inc.	3 mo 9/30	2,195,257	-11.7	3,238,154	+ 8.5	- .19	1,964,709	3,039,450	
Transamerica	9 mo 9/30	3,254,567,000	+ 9.7	182,567,000		2.80	2,966,309,000	182,553,000	2.78
20th Century-Fox	9 mo 9/27	643,985,000	+29.8	45,981,000	- 1.2	4.14	496,254,000	46,535,000	4.23
Viacom International	9 mo 9/27	112,578,000	+45.7	10,953,000	+27.8	2.35	77,259,000	8,567,000	2.24
Walt Disney Productions	year 9/30	914,505,000	+14.8	135,186,000	+18.8	4.16	796,773,000	113,788,000	3.51
Warner Communications	9 mo 9/30	1,404,618,000	+19.0	92,499,000	+22.7	3.24	1,179,888,000	75,352,000	2.74
Washington Post Co.	39 wk 9/28	474,212,000	+12.9	18,938,000	+28.1	1.35	420,027,000	14,777,000	.93
Wometco Enterprises	36 wk 9/6	239,897,000	+14.3	14,251,000	+ 3.3	1.61	209,951,000	13,801,000	1.61
Wrather Corp.	9 mo 9/30	43,471,000	+13.8	-2,002,000		- .87	38,180,000	71,000	.03
Zenith Radio	9 mo 9/30	853,700,000	+13.2	20,000,000	+77.0	1.06	754,400,000	11,300,000	.60

* Includes $4,324,000 relating to sale of Metromail Division.

** Washington Post 1979 earnings have been restated to reflect change in method of accounting for magazine subscription procurement that charged cost of $13,531,000 to that period.

station on 91.9 mhz at Birmingham, Ala. In initial decision released Aug. 6, FCC ALJ John H. Conlin granted Southeastern's application and denied Glen Iris. He gave Southeastern a "distinct preference" for integration of its proposed station with its overall cultural and educational operations and objectives as college. Action Nov. 25.

■ Cherokee Village, Ark. (Vance Broadcasting Inc. and Cherokee Village Broadcasting Co.) **FM Proceeding:** (BC Doc. 80-150-51) ALJ James Tierney granted joint request by applicants and approved settlement agreement which calls for reimbursement of $3,722.07 to Vance for its legitimate expenses, dismissed Vance's application with prejudice, granted Cherokee's application and terminated proceeding. Action Nov. 17.

■ Monterey and Marina, both California (Cypress Communications Inc., et al.) **FM Proceeding:** (BC Doc. 80-124-126-127-129) ALJ Joseph Stirmer, by two separate actions, denied petition by Cypress for leave to appeal ruling rejecting testimony of its expert witness and ordered the record closed. Action Nov. 14.

■ Palm Springs, Calif. (RTC Broadcasting Corp. and Palm Springs Broadcasting Co.) **FM Proceeding:** (BC Doc. 80-227-28) ALJ Edward Luton granted motion by RTC Broadcasting and modified limited financial issue designated against Palm Springs to determine whether Palm Springs Broadcasting Co. is financially qualified to construct and operate proposed station. Action Nov. 19.

■ Redding, Calif. (Colgan FM Communications Corp. and Redding FM Communications Inc.) **FM Proceeding:** (BC Doc. 80-222-23) ALJ Joseph Chachkin granted joint petition by applicants for approval of settlement agreement which provides for dismissal of Colgan's application in return for issuance of 235 shares of Redding FM stock to Colgan FM's controlling stockholder, John A. Colgan, dismissed Colgan's application with prejudice and terminated proceeding. Action Nov. 17.

■ Taft, Calif. (Valley FM Radio and Mann Broadcasting Co.) **FM Proceeding:** (BC Doc. 80-379-80) ALJ Byron Harrison granted to limited extent petition by Mann Broadcasting and enlarged issues to determine full costs of construction and operation of Valley FM Radio's proposed station, funds available to applicant, and in light thereof whether Valley FM Radio is financially qualified to construct and operate proposed station and to determine whether Valley FM has violated FCC rules by failure to report change in its financial proposal and its integration proposal, ordered that added financial issue be directed to basic qualifications of Valley FM and issue be directed to comparative qualifications of Valley and assigned burden of proof and proceeding to Valley and renumbered certain issues in the designation order. Action Nov. 13.

■ Ventura, Calif. (Asian International Broadcasting Corp., et al.) **TV Proceeding:** (BC Doc. 80-697-99) ALJ Lenore Ehrig designated ALJ Byron E. Harrison is presiding judge and scheduled prehearing conference for Jan. 8 at 9 A.M. and hearing for Feb. 18 at 10 A.M. Action Nov. 7.

■ Stamford, Conn. (Western Connecticut Broadcasting Co., WYRS-FM, Radio Stamford Inc.) **FM Proceeding:** (BC Doc. 80-659-60) ALJ Lenore Ehrig designated ALJ John Frysiak as presiding judge and scheduled prehearing conference for Jan. 6 at 9 A.M. and hearing for Feb. 10 at 10 A.M. Action Nov. 14.

■ Fort Myers Beach, Fla. (Morris, Pierce and Pierce, et al.) **FM proceeding:** (BC Doc. 80-205-207-208) ALJ Edward Kuhlman granted joint request by parties and approved settlement agreement which provide for reimbursement by successful applicant of $4,500.00 to Nathan L. Goetz, and dismissed Goetz's application. Action Nov. 13.

■ Lubbock, Tex. (Radio Lubbock Inc., et al.) **FM Proceeding:** (BC Doc. 80-491-21) ALJ Edward Kuhlman granted petition by Rex Broadcasting Corp. for leave to amend its application to submit documents that Lubbock City Council has now annexed proposed SL to city, denied motion by Western Broadcasting to strike, and denied motion by Rex for partial summary decision. Action Nov. 18.

■ Nacogdoches, Tex.—FCC ALJ Walter C. Miller has resolved three basic qualifying issues adversely to Texan Broadcasting Company Inc., and denied Texan's application to establish a new commercial UHF television station on ch. 19 at Nacogdoches. ALJ's summary decision leaves Dogwood Broadcasting Corp. only current applicant for Nacogdoches channel. Dogwood's application remains in hearing status on basic qualifying issue of financial capacity. Ann. Dec. 3.

■ West Salem, Wis. (Everybody's Mood Inc. and Hilltop Radio Inc.) **FM Proceeding:** (BC Doc. 80-413-14) ALJ John M. Frysiak granted motion by Hilltop and dismissed its application with prejudice, granted Everybody's Mood's application and terminated proceeding. Action Nov. 17.

■ Mechanicsville, Va. (Christian Communications Inc. et al.) **FM Proceeding:** (BC Doc. 80-661-65) ALJ Lenore Ehrig designated ALJ Joseph Chachkin as presiding judge and scheduled prehearing conference for Jan. 14 at 9 A.M. and hearing for Feb. 23 at 10 A.M. Action Nov. 17.

Allocations

Applications

■ Fairbanks, Alaska—Associated Students of the University of Alaska requests amendment FM table of assignments to assign 103.9 mhz to College, Alaska (RM3803). Ann. Dec. 5.

■ Barstow, Calif.—Victorville TV Inc. requests amendment TV table of assignments to assign ch. 64 to Barstow-Victorville, Calif. (RM3800). Ann. Dec. 5.

■ Swanton, Ohio—Robert H. Saxer requests amendment FM table of assignments to substitute 97.7 mhz for 95.3 mhz for at Adrian, Mich.; and reassign 95.3 mhz to Swanton (RM3801). Ann. Dec. 5.

■ Crockett, Tex.—Amanda Kelton requests assignment of 105.5 mhz to Crockett instead of (RM3687). Ann. Dec. 5.

■ Vernal, Utah—KVEL Inc. requests amendment FM table of assignments to assign 105.9 mhz in lieu of 92.7 mhz at Vernal (RM3802). Ann. Dec. 5.

■ Powell, Wyo.—Broadcast Enterprises requests amendment FM table of assignments to assign 104.1 mhz and 105.1 mhz to Powell (RM3804). Ann. Dec. 5.

Actions

■ Lahaina and Maui, Hawaii—Broadcast Bureau, in response to petition by Shoblom Broadcasting Inc., proposed assigning 93.5 mhz or 95.9 mhz to Lahaina as its first FM assignment, comments due Jan. 27, replies Feb. 16 (BC Docket No. 80-744). Action Nov. 26.

■ Gaithersburg, Md.—FCC has upheld Aug. 1979 FCC Review Board decision granting application of Barto Communications Inc., for new AM station on 1150 khz at Gaithersburg, Md., and denying competing applications of Radio Gaithersburg Inc. and Montgomery County Radio Inc. Action was in response to applications for review filed by RGI and MCR. Action Dec. 4.

■ Ainsworth, Neb.—Broadcast Bureau, in response to petition by K.B.R. Broadcasting Co., proposed assigning 92.7 mhz to Ainsworth as its first FM assignment, comments due Jan. 13, replies Feb. 2, 1981 (BC Docket No. 80-732). Action Nov. 18.

■ Mansfield and Marion, both Ohio—Broadcast Bureau reassigned UHF television ch. 68 from Marion to Mansfield as its first commercial television channel, effective Jan. 12 (BC Docket No. 80-69). Action Nov. 26.

■ Millersburg, Ohio—Broadcast Bureau in response to petition by Dale G. Davis, proposed assigning 95.3 mhz to Millersburg as its first FM assignment, comments due Jan. 27, replies Feb. 16 (BC Docket No. 80-745). Action Nov. 26.

■ Farmville and Appomattox, both Virginia—Broadcast Bureau granted request by Everette Broadcasting Corp. and extended through Dec. 8 and Dec. 28 time for filing comments and reply comments, respectively, in matter of amendment of the FM table of assignments for Farmville and Appomattox (BC Docket No. 80-494). Action Nov. 19.

■ Romney, W.Va.—Broadcast Bureau, in response to petition by Peter A. Bozick, proposed assigning 100.1 mhz to Romney as its first FM assignment, comments due Jan. 27, replies Feb. 16 (BC Docket No. 80-743). Action Nov. 26.

■ Bremerton, Wash.—FCC has upheld FCC Review Board's decision released last June 6, granting application of Robert J. Reverman for new AM station 1330 khz at Enumclaw, Wash., and denying competing application of Ki-Pen-Bro Corp. for same frequency at Bremerton, Wash. FCC's action was in response to application for review filed by Ki-Pen-Bro. Action Dec. 4.

■ Puerto Rico—Broadcast Bureau, in response to various requests, extended to Jan. 3 time for submission of preclusion studies and to permit interested parties to comment on counterproposals in matter of amendment of the FM Table of Assignments for Puerto Rico (BC Docket No. 80-520). Action Nov. 19.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CPs on air	Total on air	CPs not on air	Total authorized**
Commercial AM	4567	3	2	4572	118	4690
Commercial FM	3262	2	1	3265	141	3406
Educational FM	1082	—	2	1084	74	1158
Total Radio	8911	5	5	8921	333	9254
Commercial TV						
VHF	511	1	0	518	9	527
UHF	231	—	—			
Educational TV		—	231	90	321	
VHF						
UHF	100	1	4	105	7	112
Total TV	165	2	5	162	16	177
FM Translators	1003	4	9	1016	121	1137
TV Translators	339	—	—	339	184	523
UHF						
VHF	2567	—	—	2567	259	2826

*Special temporary authorization. **Includes off-air licenses.

Translators

UHF applications

■ Mobile, Ala.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 55 (TPO: 100 w; HAAT: 543 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ San Jose, Calif.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 18 (TPO: 100w; HAAT: 190 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Bridgeport, Conn.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 26 to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Ft. Lauderdale and Hollywood, both Florida—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 67 (TPO: 100 w; HAAT: 1042 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

Television in 1979: $7.8 billion revenues, $1.7 billion profits

Television industry revenues for 1979 totalled $7,875,000,000, a 13.3% increase over $6,949,800,000 in 1978. The three networks accounted for 43.8% of that total with $3,454,500,000 as compared to $2,964,600,000 in 1978—a 16.5% increase. Those figures were part of the FCC financial data released last week. Combined with the market-by-market figures released by the commission last month (BROADCASTING, Nov. 24), they give the complete TV industry data for 1979.

The VHF total revenue figure for 1979 was $3,834,500,000 up 10.5% from the previous year while the UHF total revenue figure for 1979 was $586,000,000 up 13.9% from 1978.

Network O&O's netted $637,900,000 in revenues for 1979 up 9.1% over the 1978 figure of $584,500,000. Other VHF affiliates generated revenues of $2,741,200,000 up 10.9% from the preceeding year. VHF independents accounted for revenues totaling $455,400,000, a 9.6% increase over 1978.

UHF affiliates had $285,700,000 in revenues up 12% from 1978's total of $255,200,000. Independent U's accounted for $300,300,000 of the total 1979 industry revenue figure as compared to 1978's figure of $259,200,000.

Income before taxes in 1979 for the entire industry totaled $1,690,200,000, up 2.2% from the 1978 total of $1,653,300,000. Networks and their O&O's accounted for $575,300,000 with the networks alone having a total income of $370,200,000—up 0.9% from the comparative figure for 1978 ($373,500,000)—and the network O&O's showing a 10.1% increase in income from 1978's $186,300,000 to 1979's $205,100,000.

Excluding the network O&O's, profits before federal income tax for VHF affiliates was $925,100,000 in 1979—a 4.4% gain over 1978's figure of $886,100,000. Independent V's yielded profits totaling $120,600,000—a gain of 6.7% over 1978's figure of $113,000,000.

Total UHF income for 1979 declined 26.6% to $69,200,000 from the previous year's figure of $94,300,000. UHF network affiliates yielded $32,700,000—down 22.5% from 1978 while independent U's had a total income of $36,500,000 for 1979—down 30% from the previous year's comparative figure of $52,100,000.

Industry sales to advertisers totaled $9,181,900,000 in 1979 with networks accounting for 43.2% of that total ($3,966,100,000); the VHF market accounting for 49.4% of the total ($4,539,200,000); and the UHF market accounting for 7.4% of the total ($676,600,000). Network O&O's accounted for 8.4% of the total industry sales figure ($773,000,000); other VHF affiliates accounted for 35.1% ($3,222,000,000); independent V's 5.9% ($544,200,000); UHF affiliates 3.6% ($328,100,000), and independent U's 3.8% ($348,500,000).

The industry total for network sales for 1979 was $4,310,500,000. Networks accounted for 92% of the total ($3,966,100,000) while the VHF market total $311,400,000 or 7.2% and the UHF market total was $33,000,000 or 0.8%.

Total industry spot sales amounted to

1. Total figures for television 1979: revenues, expenses and profits

	1979	1978	% change from 1977
Broadcast revenues[1]			
INDUSTRY TOTAL	**$7,875,000,000**	**$6,949,800,000**	**13.3**
Networks[2]	3,454,500,000	2,964,600,000	16.5
VHF total	3,834,500,000	3,470,800,000	10.5
Network O&O	637,900,000	584,500,000	9.1
Other affiliates	2,741,200,000	2,470,800,000	10.9
Independents	455,400,000	415,500,000	9.6
UHF total	586,000,000	514,400,000	13.9
Affiliates	285,700,000	255,200,000	12.0
Independents	300,300,000	259,200,000	15.9
Broadcast expenses			
INDUSTRY TOTAL	**6,184,800,000**	**5,296,500,000**	**16.8**
Networks	3,084,300,000	2,591,100,000	19.0
VHF total	2,583,700,000	2,285,300,000	13.1
Network O&O	432,800,000	398,200,000	8.7
Other affiliates	1,816,100,000	1,584,600,000	14.6
Independents	334,800,000	302,500,000	10.7
UHF total	516,800,000	420,100,000	12.3
Affiliates	253,000,000	213,000,000	18.8
Independents	263,800,000	207,100,000	27.4
Broadcast income (before federal income tax)			
INDUSTRY TOTAL	**1,690,200,000**	**1,653,300,000**	**2.2**
Networks	370,200,000	373,500,000	(0.9)
VHF total	1,250,800,000	1,185,500,000	5.5
Network O&O	205,100,000	186,300,000	10.1
Other affiliates	925,100,000	886,100,000	4.4
Independents	120,600,000	113,000,000	6.7
UHF total	69,200,000	94,300,000	(26.6)[2]
Affiliates	32,700,000	42,200,000	(22.5)[2]
Independents	36,500,000	52,100,000	(30.0)[2]

[1]Last digits may not add to totals due to rounding.
2( ) denotes loss or decline.

2. Who sold how much in 1979

	Stations	Amount	% industry total
Sales to advertisers (industry total)[1]	—	$9,181,900,000	100.0
Networks	—	3,966,100,000	43.2
VHF total	512	4,539,200,000	49.4
Network O&O	15	773,000,000	8.4
Other affiliates	466	3,222,000,000	35.1
Independents	31	544,200,000	5.9
UHF total	211	676,600,000	7.4
Affiliates	130	328,100,000	3.6
Independents	81	348,500,000	3.8
Network sales (industry total)	—	4,310,500,000	100.0
Networks	—	3,966,100,000	92.0
VHF total	512	311,400,000	7.2
Network O&O	15	45,300,000	1.0
Other affiliates	466	263,400,000	6.1
Independents	31	2,700,000	0.1
UHF total	211	33,000,000	0.8
Affiliates	130	28,000,000	0.6
Independents	81	5,000,000	0.1
National/regional sales (industry total)	723	2,573,600,000	100.0
VHF total	512	2,251,000,000	87.5
Network O&O	15	392,000,000	15.2
Other affiliates	466	1,529,400,000	59.4
Independents	31	329,600,000	12.8
UHF total	211	322,600,000	12.5
Affiliates	130	135,000,000	5.2
Independents	81	187,600,000	7.3
Local sales (industry total)	723	2,297,800,000	100.0
VHF total	512	1,976,800	86.0
Network O&O	15	335,700,000	14.6
Other affiliates	466	2,429,200,000	62.2
Independents	31	211,900,000	9.2
UHF total	211	321,000,000	14.0
Affiliates	130	165,100,000	7.2
Independents	81	155,900,000	6.8

[1]Last digits may not add due to rounding.

3. TV station winners and losers

	Total		Network-affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting[1]	455	184	428	117	27	67
Number of stations reporting profits	408	122	387	89	21	33
Profitable stations as percent of total	89.7	66.3	90.4	76.1	77.8	49.3
Number of stations reporting profits of:						
$15,000,000 and more	10		9		1	
10,000,000- 15,000,000	18		14		4	
5,000,000- 10,000,000	47	2	42		5	2
3,000,000- 5,000,000	57	9	51	1	6	8
1,500,000- 3,000,000	71	7	70	1	1	6
1,000,000- 1,500,000	46	8	46	6		2
600,000- 1,000,000	47	24	47	17		7
400,000- 600,000	30	15	29	14	1	1
200,000- 400,000	33	25	33	20		5
100,000- 200,000	25	8	23	8	2	
50,000- 100,000	10	11	10	10		1
25,000- 50,000	8	6	7	5	1	1
Less than 25,000	6	7	6	7		
Number of stations reporting losses	47	62	41	28	6	34
Unprofitable stations as percent of total	10.3	33.7	9.6	23.9	22.2	50.7
Number of stations reporting losses of:						
Less than $10,000	2	1	2			1
10,000- 25,000	2	5	2	5		
25,000- 50,000	4	5	4	2		3
50,000- 100,000	6	6	5	2	1	4
100,000- 200,000	12	10	12	5		5
200,000- 400,000	8	11	8	7		4
400,000 and over	13	24	8	7	5	7

[1]Stations operating full year only, excluding satellites. Profits (broadcast income) are before federal income tax.

Revisions. The FCC last week announced changes in the 1979 market-by-market TV financial tabulations released last month (BROADCASTING, Nov. 24, pages 74-81) for Memphis and Greensboro/Winston-Salem/High Point, N.C. Since correcting those markets would reveal confidential data, the FCC is not releasing them. However, the FCC did release new overall market-by-market totals; they are reflected in the charts appearing in this section. ■ The FCC has also released changes from its year-earlier reporting of 1978 total revenue figures for several markets, and has revised overall totals for that year. For the benefit of those readers who want to update their records, these are the revised figures: Charlotte, N.C. $29,172,000; Columbia, S.C. $10,926,000; Hartford-New Haven-New Britain-Waterbury, Conn. $33,550,000; Lubbock, Tex. $7,642,000; Nashville $26,138,000; San Francisco-Oakland $123,238,000. The new national totals for 1978: Network time sales $314,907,000; spot $2,326,451,000; local $1,987,109,000; barter and trade-outs $89,169,000; total revenues $3,985,231,000 with a 10.9% increase in 1979 over 1978.

$2,573,600,000 with VHF's grabbing 87.5% of that pie and UHF's 12.5%.

Local sales amounted to $2,297,800 in 1979 with VHF stations accounting for 86% of the total ($1,976,800,000) and UHF stations accounting for the remaining $321,000,000. Network O&O's accounted for 14.6% ($335,700,000) while other VHF affiliates accounted for 62.2% ($2,429,200,000) and independent V's accounted for 9.2% of the total ($211,900,000). UHF affiliates accounted for 7.2% of the total ($165,100,000) and independent U's accounted for 6.8% of the total ($155,900,000).

The industry expense total for 1979 was $6,184,800,000, a 16.8% increase over 1978 when that figure totaled $5,296,500,000. Networks accounted for about half of that total with $3,084,300,000—registering a 19% increase over 1978. Total expenses for the VHF market for 1979 were $2,583,700,000 up 13.1% over 1978.

Notes. The FCC uses the following definitions in line items in its annual television figures:

All other selling expenses: Expenses, other than payroll, incurred in connection with sales of time, advertising, publicity.

All other technical expenses: Technical expenses other than payroll, such as circuit costs incurred in delivering programs to the local studio.

Broadcast income: Profit or loss before federal income tax. Equals broadcast net revenues less total broadcast expenses.

Commissions: Amounts paid to agencies, representatives, and brokers (but not to staff salesmen or employes) and cash discounts.

General and administrative expenses: Expenses which cannot be classified in the technical, program or selling categories.

Gross broadcast revenues: Total sales to advertisers plus revenues from sales to other than advertisers.

Local sales: Sales of station time, programs, materials

4. Network and station employment

	Number of stations	Number of employes			Total payroll[1]
		Full time	Part time	Total	
Industry total	—	67,337	8,151	75,488	$1,568,975
Networks	—	13,671	2,357	16,028	456,163
VHF total	512	44,239	4,542	48,780	956,074
Network O&O	15	5,274	356	5,630	174,772
Other affiliates	466	35,295	3,691	38,976	697,006
Independents	31	3,669	495	4,174	84,297
UHF total	211	9,428	1,252	10,680	156,738
Affiliates	130	5,849	839	6,688	93,596
Independents	81	3,579	413	3,992	63,142
Station total	723	53,666	5,794	59,460	1,112,812

[1]Last digits may not add due to rounding.

5. Property investment

	Number of stations reporting[1]	Original cost		Original cost minus depreciation	
		Total[2]	Station average	Total	Station average
Industry total	—	$3,118,731	—	$1,549,574	—
Networks	—	511,181	—	243,468	—
VHF total	512	2,128,841	4,174	1,031,966	2,023
Network O&O	15	161,290	10,753	75,382	5,025
Other affiliates	466	1,796,364	3,855	873,391	1,874
Independents	29	171,235	5,908	83,193	2,869
UHF total	211	478,659	2,279	274,140	1,305
Affiliates	129	278,426	2,135	149,935	1,162
Independents	81	201,233	2,509	124,205	1,533
Station total	723	2,607,500	3,622	1,306,106	1,814

[1]VHF and UHF stations did not report investment in tangible property. Some of these may be operating under lease agreements.

[2]In cases of stations which have been sold, represents that portion of price assigned by new licensee to property.

or services placed by or behalf of local advertisers or sponsors, reported before deductions for cash discounts and commissions.

Markets: The assignment of station to TV markets, for purposes of this report, is generally made on the basis of coverage area, proximity to other stations and network affiliation patterns. Although the market assignments are generally consistent with those of the two major rating services, Arbitron and Nielsen, there are differences due to the different methods of assignment used. In addition, for this report, satellite stations are assigned to their own individual markets rather than to the parent station market.

National/regional sales: Sales of station time, programs, materials or services placed by or on behalf of advertisers generally recognized as national or regional in character, reported before deductions for cash discounts and commissions.

Net broadcast revenues: Gross broadcast revenues less commissions to agencies, representatives and brokers (but not to staff salesmen or employes) and less cash discounts.

Network compensation: Amounts received by stations from programing networks for carrying the networks' programs and advertising.

Network sales: Sales of network services, including time, programs, materials, facilities and other services placed by or on behalf of advertisers. This figure also includes the compensation received by stations from non-national or part-time program networks, but does not include the sales of those networks. The network sales figure is reported before deductions for cash discounts, and commissions.

Payroll: Salaries, wages, bonuses and commissions to staff.

Sales other than sale of station time: All amounts charged advertisers or sponsors in connection with the sale of time, for programs, materials, facilities or services.

Sales to other than advertisers: Revenues from the supply of materials, facilities, or services not associated with the station's time sales.

Total sales to advertisers: Total amounts paid by advertisers for broadcast time, and for programs, materials, facilities and services supplied by the broadcast industry (including networks and television stations) in connection with the sale of time. These amounts are reported before deductions for cash discounts, commissions paid to advertising agencies, representatives, brokers and to staff salesmen or employes.

6. 1979 network and station revenue breakouts

Revenue items	Networks	Other VHF stations: 15 network O&O's	Other VHF stations: 466 affiliates	Other VHF stations: 30 independents	UHF stations: 126 affiliates	UHF stations: 71 independents	511 VHF stations	197 UHF stations	708 TV stations	Networks and 708 TV stations
Network compensation	$4,279									$4,279
Station compensation	434									434
Other broadcast revenues	287									287
Subtotal, broadcast revenues	1,008.1	340.1	2,814	22.7	28.1	7.1	3,183	57.9	3,444	4,331.5
Total network sales (net)		225.8	2,456.6	53.5	56.1	43.4	2,737.9	143.5	2,881.4	2,881.4
National/regional sales		392	15,234	329.5	535.7	180.6	16,251.8	329.6	16,581.4	16,581.4
Local sales		98.8	11,215	324.3	134.4	185.8	11,748.3	121.2	11,869.5	11,869.5
Political broadcast revenues		3.2	74	2.6	2.8	1.3	83.9	2.4	86.3	86.3
Total time sales		494	26,523	656.4	672.9	367.7	28,084	453.2	28,537.2	28,537.2
Barter revenues		105.7	1,424.2	211.4	165.1	155.9	1,902.8	320.9	2,247.8	2,247.8
Cash revenues		388.3	25,098.8	445.0	507.8	211.8	26,181.2	132.3	26,313.5	26,313.5
Other broadcast revenues		5	99.8	1.2	4.9	8.2	119.1	14.1	133.2	133.2
Total other than time sales	1,362	15	267	6.4	32	8.7	323.1	45.6	368.6	1,816
Gross broadcast revenues	4,912.1	776.6	42,477.7	662.7	711.3	355.2	45,781.5	586.5	46,368	46,368
Deduct: commissions to agencies, representatives etc.	647.7	138.7	506.5	95.2	45.6	54.9	740.5	100.5	841.0	1,488.7
Net broadcast revenues	**3,454.6**	**637.9**	**2,741.2**	**455.4**	**285.7**	**300.3**	**3,834.5**	**586.0**	**4,420.5**	**7,875.1**

7. 1979 network and station expense breakouts

Broadcast expenses[1]	Networks	15 network O&O's	Other VHF stations affiliates	Other VHF stations independents	UHF stations affiliates	UHF stations independents	total VHF	Total UHF	Total TV stations	Networks and TV stations
Technical expenses: Total	2	$ 46.9	$ 199.5	$ 34.1	$ 35.5	$ 30.2	$ 280.5	$ 65.7	$ 346.3	2
Technical payroll	2	26.6	138.7	26.7	18.6	16.7	192.0	35.3	227.3	2
All other technical expenses	2	20.3	60.8	7.4	16.9	13.5	88.5	30.4	119.0	2
Program expenses: Total	$2,699.7[2,3]	239.6	727.0	180.2	82.7	114.0	1,146.9	196.7	1,343.6	4,389.6
Payroll for employees considered "talent"	331.2[2]	21.1	65.2	8.4	5.0	2.5	94.7	7.5	102.2	1,088.2
Payroll for all other program employees		93.8	260.2	25.5	32.3	15.7	379.6	48.0	427.6	
Rental and amortization of film and tape	1,757.4[4]	44.8	190.6	106.5	21.6	62.6	342.0	84.1	426.1	2,183.5
Records and transcriptions	6.1	0.4	1.7	0.1	0.1	0.2	2.2	0.3	2.5	8.7
Cost of outside news services	NA	4.2	16.7	3.0	2.2	0.9	23.8	3.1	26.9	26.9
Payments to talent	NA	12.7	7.1	1.2	0.5	1.0	20.9	1.4	22.4	22.4
Music license fees	13.2	11.6	45.4	6.4	4.8	3.8	63.4	8.6	72.0	85.2
Other performance and program rights	169.4	11.0	14.1	10.1	1.1	10.5	35.2	11.6	46.9	216.3
All other program expenses	422.3	40.0	126.0	19.0	15.3	16.8	185.0	32.1	217.1	758.4
Selling expenses: Total	143.2	64.1	249.6	39.5	37.6	39.3	353.3	76.8	430.2	573.4
Selling payroll	26.8	17.9	130.8	16.9	21.9	16.1	165.6	38.0	203.6	230.4
All other selling expenses	116.5	46.3	118.8	22.6	15.6	23.2	187.7	38.9	226.6	343.0
General and Administrative expenses: Total	241.5	82.2	639.8	81.0	97.0	80.0	803.0	177.0	980.0	1,221.4
General and administrative payroll	100.2	15.4	96.1	12.7	15.9	12.0	124.2	27.9	152.2	252.4
Depreciation and amortization	34.5	10.6	144.4	14.8	24.3	19.2	169.8	43.5	213.3	247.8
Interest	NA	—	43.0	7.1	11.7	10.5	50.1	22.3	72.4	72.4
Allocated costs of management from home office or affiliate(s)	NA	27.1	72.0	5.2	6.8	7.2	104.3	14.1	118.3	118.3
Other general and administrative expenses	106.8	29.0	284.4	41.2	38.2	31.0	354.6	69.2	423.8	530.5
Total broadcast expenses	**3,084.35[5]**	**432.8**	**1,816.1**	**334.8**	**253.0**	**283.8**	**2,583.7**	**516.8**	**3,100.6**	**6,184.9**

1 All dollar figures are in millions; last digits may not add due to rounding.
2 Because methods of treating technical and program expense differ among the networks, the two figures were combined.
3 Includes $60,386,472 for cost of inter-city and intra-city program relay circuits.
4 Amortization expense on programs obtained from others.
5 The networks reported spending $324 million on their news and public affairs operations; this figure contains costs already included in other expense items.
NA Individual detail item not reported.

As compiled by BROADCASTING, Dec. 1 through Dec. 5 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

■ *Whiteriver, Ariz.—Apache Radio Broadcasting Corp. seeks 88.1 mhz, 3 kw, HAAT: 600 ft. Address: P.O. 700, Whiteriver 85941. Estimated construction cost: $311,000; first-year operating cost: $153,000. Format: Light Entertainment. Principal: Tribal Council of the Whiteriver Mountain Apache Indian Tribe. Ronnie Lupe is tribal chairman. It has no other broadcast interests. Filed Nov. 14.

■ Decatur, Ill.—Town and Country Broadcasting Inc. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 1757 Moundford Ct. Decatur, 62526. Estimated construction cost: $31,400; first-quarter operating cost: $32,100; first-quarter revenue: $64,800. Format: Easy Listening/Religious. Principal: Leonard C. Watson (27.5%), John A. Bortowski (17.5%), and James A. Uszler and Stanley Cronwall (15% each), and others. Watson is a consulting engineer and is associated with Leo Burnett Co. Bortowski is director of engineering at WLAK(FM) Chicago. Uszler is associated with Cole Film Svs., film production company. Cronwall is Tucson, Ariz., independent small business consultant. Uszler has an interest in CP for AM at Sycamore, Ill. The rest have no other broadcast interests. Filed Oct. 29.

■ Saco, Me.—Vacationland Broadcasting Services, Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 27 Tall Pines Dr. West Buxton, Me. 04093. Estimated construction cost: $5,300; operating cost: $23,800; revenue: $78,000. Format: Adult. Principal: Harry B. Bailey, Jr. and wife, Astrid R., Remis S. Rioux and wife, Yvette (all 25% each). Bailey is radio maintenance supervisor at WGAN-AM-FM-TV Portland, Me. Astrid is secretary/bookkeeper at non-food merchandiser, Jayson Co., Portland. Rioux is a security guard at Public Cover Security Service, Portland, Me. Yvette is associated with Fairchild Camera & Instrument, integrated circuits and semi-conductor manufacturer in Portland. They have no other broadcast interests. Ann. Nov. 26.

■ *Jackson, Miss.—Mississippi Authority for Educational Television (MAET) seeks 91.3 mhz, 100 kw,